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THRIVE PARTNERSHIPS: INTEGRATED BLOCKCHAIN TECHNOLOGY BETWEEN TURATTI AND STARTUP EZ-LAB



The Venetian group, leading manufacturer of food processing equipment and the Paduan startup, presented in the United States the first machinery using blockchain technology to certify the different processing steps to which each batch of products is subject.

*(Venice, July 2018). A large group, world leader in the production of machinery for the agri-food sector, and a dynamic and award-winning startup: an alliance distinguished by Industry 4.0 technologies, grown between Veneto and Silicon Valley. Taking advantage of the combination of the two most important and prestigious events in the sector, the **United Fresh Show** in Chicago and the **Forbes AgTech Summit** in Salinas (the "Davos" of the agro-industry), the **Turatti Group** from Cavarzere (Venice) and the Paduan startup*

Ez Lab presented the world's first example of food processing machinery in compliance with the blockchain technology.

An absolute novelty that has stirred up much interest: **the single machines and the process lines of Turatti are now able to record in real time, on a blockchain platform, different steps to which the product is subject.**

The data are then automatically encoded on an unmodifiable register and can be checked at any time: therefore a company that adopts Turatti's machinery can offer a new guarantee in terms of food safety, because the blockchain technology **allows to certify all the processing steps to which each individual lot has been submitted.** A certification that can be shown as a guarantee and proof in case of complaints relating to product safety.

The decision to launch the product starting from the US market is not a coincidence. Both Turatti Group and Ez Lab are also "based" in the States: the Cavarzere Group, with its state-of-the-art Turatti North America plant, is located in Salinas where last year the Paduan startup took part in an acceleration program of five months promoted by Thrive, the world's largest accelerator in agri-food. From this meeting a collaboration featured by the logic of open innovation was born.

"Food safety topics - explains **Massimo Morbiato, founder Ez Lab**- are becoming central, consumers are rightly more and more concerned with this aspect, they ask for guarantees, they weigh their purchase choices. The application of blockchain technology to the Turatti process solutions can also be effectively integrated with AgriOpendata, our platform for traceability of the supply chain that allows consumers to know all the steps from the field to the supermarket shelf.

Innovation is in our group's DNA - says **Alessandro Turatti, President and CEO of Turatti North America**- from the development of the initial idea to the machine or to the final software. With one foot in the fields of Salinas ("the US salad bowl") and the other one well planted in Silicon Valley, (the world's innovation capital), we have revolutionized food processing once again. "

WITH EZ LAB AND THROUGH THRIVE AGTECH PLATFORM, OF WHICH WE ARE PROVIDERS AND PARTNERS WITH YAMAHA, CISCO, WELLS FARGO, JUST TO MENTION SOME OF THE BEST KNOWN NAMES, WE HAVE CREATED A SOLUTION IN THE INTERESTS OF FOOD SAFETY, EFFICIENCY AND THE 'FARM TO FORK' CHAIN."

***EZ Lab** is an innovative startup founded in Padua in 2014 inside the university incubator Galileo Visionary District and it is specialized in the development of solutions based on the application of blockchain technology to the agri-food sector. In 2016, with the Agriopendata platform for traceability of agri-food products, it won the Lamarck Smau*

Milano 2016 award, in 2017 it was the only Italian startup selected by the Thrive incubator for an acceleration program in Salinas. The founder of EZ Lab is Massimo Morbiato, an IT entrepreneur with twenty years of experience in the sector, while Mauro Cordioli is entrusted with the R&D area.

Turatti North America represents the Turatti Group in the United States, Canada and Mexico. The group's divisions offer a full range of skills that allow food business operators to add quality, safety and value to their products. Turatti supplies standard machines and custom-made systems, designed and built with an eye on food safety and strong focus on performance and automation. Thanks to their vast experience, the Turatti Group is an innovative leader in the development of automated control systems for food processing, by means of internal solutions and strategic partnerships. Fully automated solutions and first-class industrial robots can be included in processing lines to maximize productivity. The Salinas (CA) office manages sales, services and spare parts for the group in North America.